



Symposium: The Action Plan for Aotearoa/New Zealand's
Smokefree 2025 goal:
a blueprint for the smoking endgame?

The Aotearoa/New Zealand Smokefree 2025 Action Plan

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Disclosures

- No specific funding for this presentation
- No industry funding in last 5 years (or ever)
- Current or recent funding includes NZ Health Research Council, Cancer Society of New Zealand, Ministry of Health NZ, and University of Otago
- No off-label medication uses are discussed

Outline

1. Introduction

2. Key features of Smokefree Aotearoa 2025 action plan

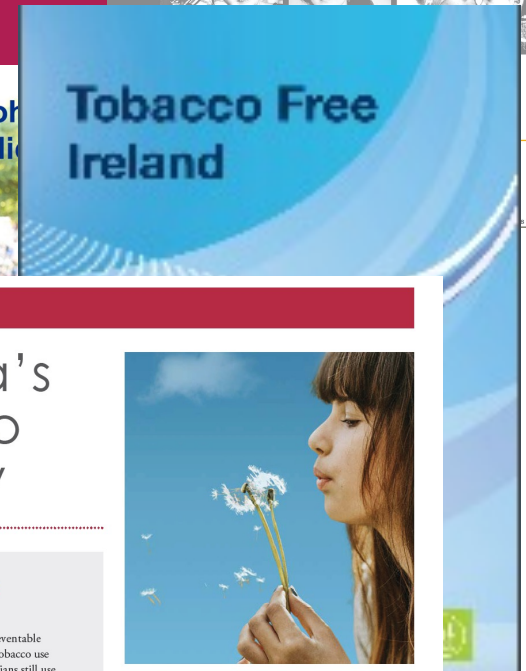
- Focus on eliminating disparities
- Commitment to strengthen Māori governance of tobacco control
- Comprehensive approach: beyond 'business as usual' (BAU) and individualized interventions
- Commitment to enhanced enforcement
- Commitment to robust monitoring, research and evaluation
- Risk-proportionate regulation

3. Next steps and timelines

4. Conclusions

Introduction: Govt strategies/action plans for tobacco endgame – pre 2021

- Strategies in place in 5 of 6 countries with endgame goals (not NZ)
- In NZ, only a non-govt strategy



Canada's Tobacco Strategy

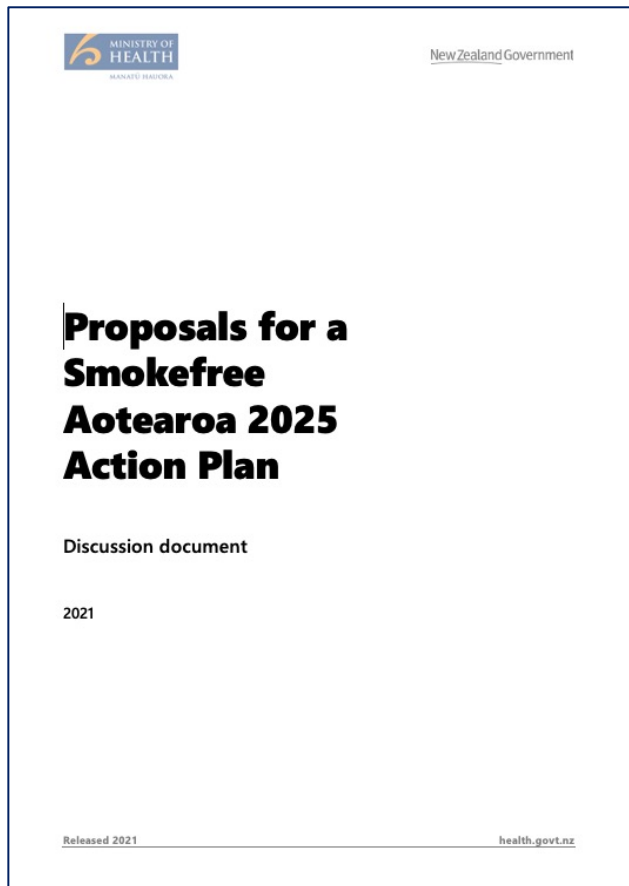
Reaching Less Than 5% Use by 2035

Tobacco use continues to be the leading preventable cause of premature death in Canada. While tobacco use has decreased, a significant number of Canadians still use tobacco and cigarette smoking kills **45,000 Canadians each year**. The total costs of tobacco use are more than \$16B per year. The Government of Canada has announced a target of less than 5% tobacco use by 2035 to reduce the staggering death and disease burden of tobacco use. Reaching this target will save millions of lives and billions of dollars.

What does "Less than 5% by 2035" mean?

Today, there are approximately 4.6 million Canadians

All change in New Zealand 2021



April 2021

Consultation



December 9 2021



• • • • • • • • • • **Smokefree Aotearoa 2025** • • • • • • • • • •

Our vision

Eliminate the harm smoked tobacco products cause our communities by transforming Aotearoa New Zealand to a smokefree nation by 2025

Our goal

By 2025, daily smoking prevalence is less than five percent for all population groups in New Zealand²

Six focus areas



1:

Ensure Māori leadership and decision-making at all levels



3:

Increase evidence-based stop smoking services



5:

Reduce the availability of smoked tobacco products



6:

Ensure manufacturers, importers and retailers meet their legal obligations



2:

Increase health promotion and community mobilisation



4:

Reduce the addictiveness and appeal of smoked tobacco products

Key features of Smokefree Action plan

1. Focus on eliminating disparities

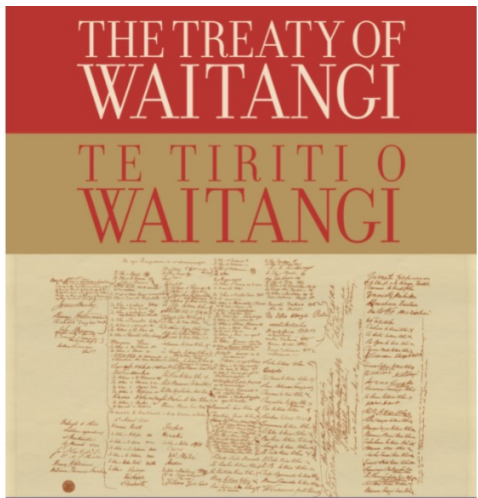
“To reverse inequity and improve health and wellbeing for all, we need to end the unequal distribution of the harm smoking causes”

Key features of Smokefree Action plan

Leadership is not about what is done for us or to us – it is about what is done by us. That, indeed, is the very basis of self-determination.

Dame Tariana Turia

2. Strengthening Māori governance of tobacco control system



Apply Te Tiriti o Waitangi principles

Key features of Smokefree Action plan

3. Comprehensive approach:
beyond 'business as usual' (BAU)
and individualized interventions

- **Structural measures that tackle supply and nature of tobacco products**
- **Bold and innovative measures not previously implemented**
- Supported by enhanced BAU measures

“This action plan acknowledges that smoking is not an individual issues. **Smoking is a community issue and social issue.**”

To accelerate progress towards Smokefree 2025, we must change how we tackle smoking. **We will not achieve it with a business-as-usual approach.**



Legislate:

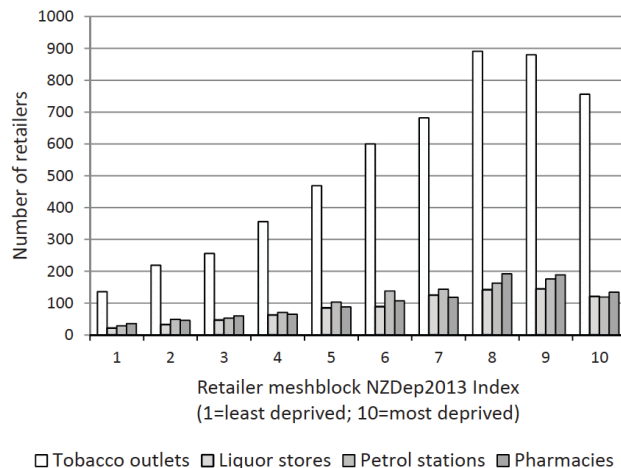
- To restrict sales to reduced number of authorized retailers
- To ensure retail supply not concentrated in most deprived neighbourhoods



A Smokefree Aotearoa by 2025

—let's do it for the kids

Figure 1: Tobacco retail outlets, liquor stores, petrol stations and pharmacies by meshblock deprivation.



- To prohibit sale and supply of smoked tobacco products to people born after specified date – to create a smokefree generation

- **Legislate to mandate only very low nicotine smoked tobacco products are available for sale**
- Restrict product design features that enhance appeal and addictiveness
- Work across Govt to minimize health and environmental impact of filters



“To lower nicotine too much might end up destroying the nicotine habit in a large number of consumers and prevent it from ever being acquired by new smokers.”

Quote from British American Tobacco Company internal document, June 1959

Low nicotine cigarettes would reduce smoking - study

14 Dec, 2012 02:01 PM

© 2 minutes to read



Perceived response to implementation of two endgame policies among smokers (ITC NZ, W3)

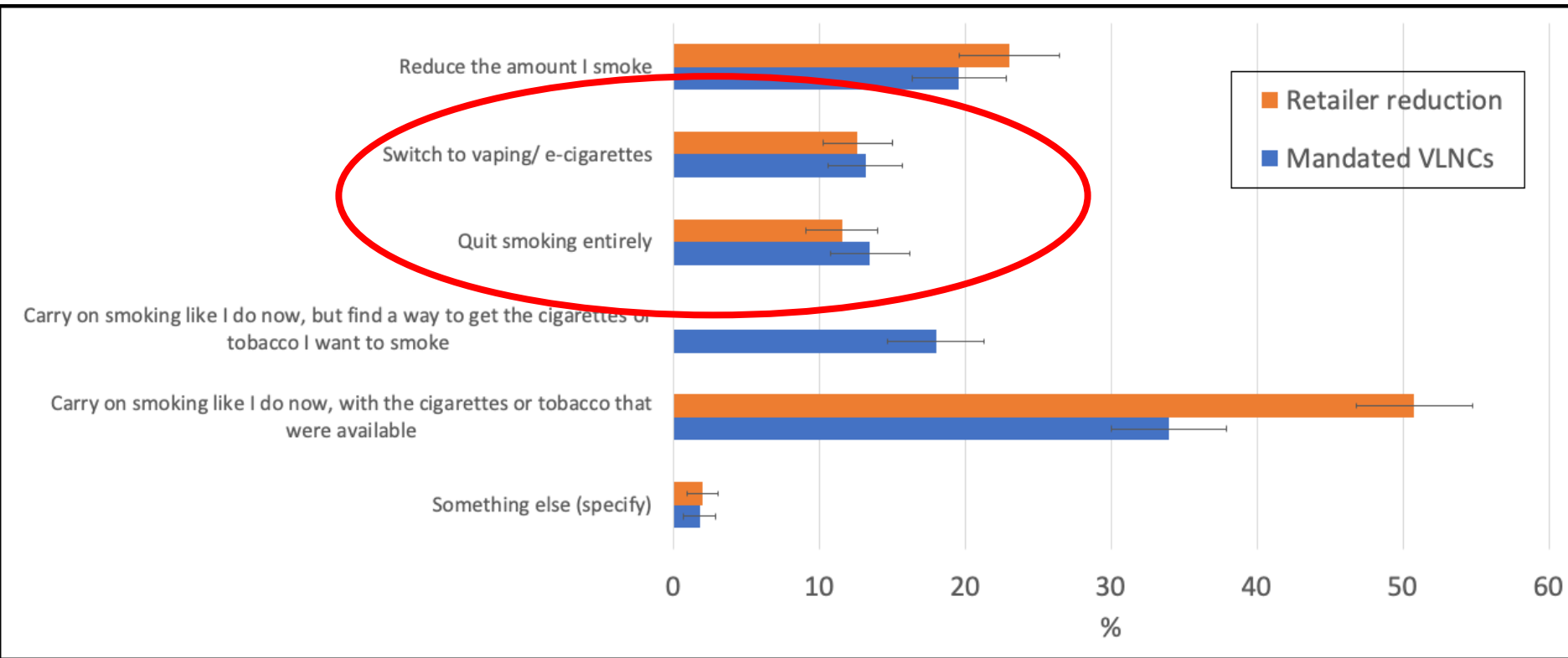
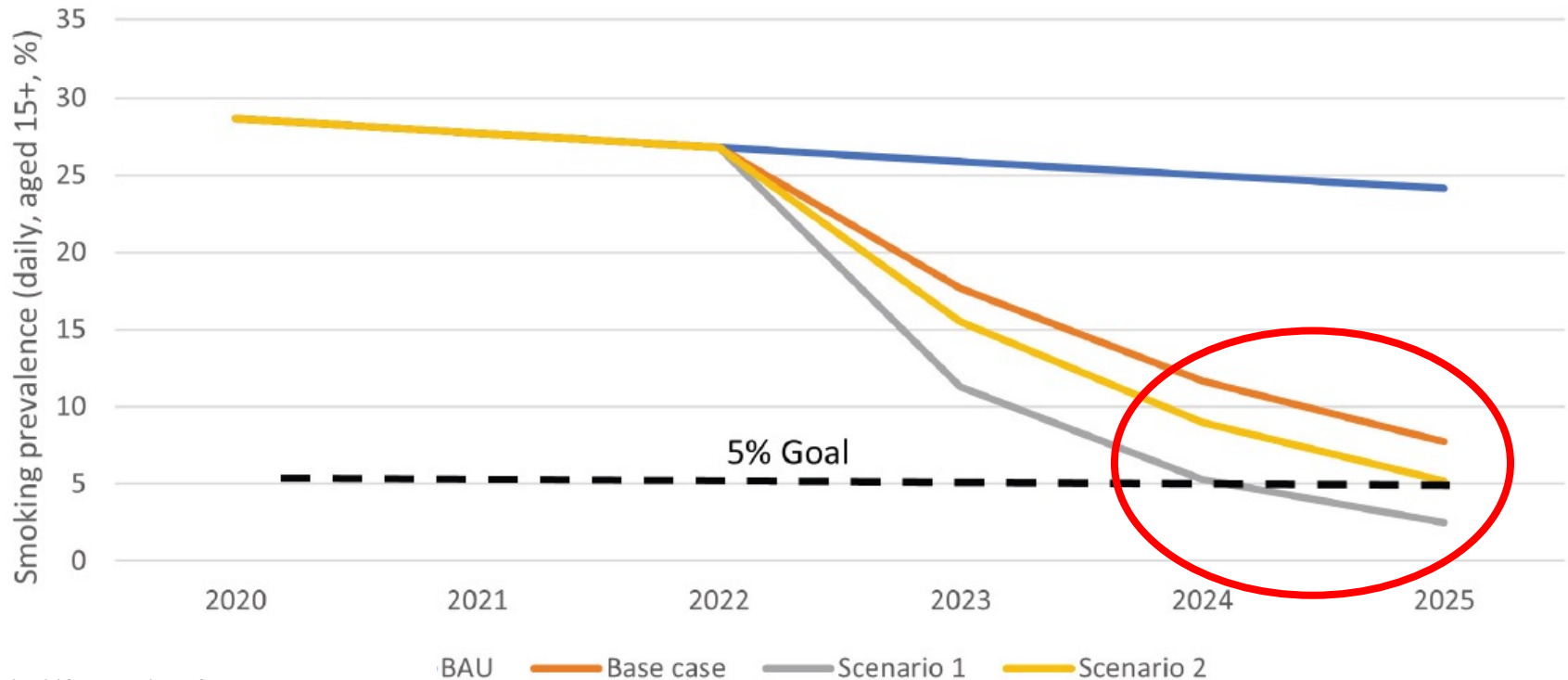


Figure 1: Estimated daily smoking prevalence among Māori for the BAU projection and as a result of a tobacco denicotinisation policy (as per data in Table 1).



Wilson et al. N Z Med J 2022;135: 65-76.

**Modelling the impacts
of tobacco denicotinisation
on achieving the Smokefree
2025 goal in Aotearoa
New Zealand**

Nick Wilson, Janet Hoek, Nhung Nghiem,
Jennifer Summers, Leah Grout, Richard Edwards

Key features of Smokefree Action plan

3. Comprehensive approach: beyond 'business as usual' (BAU) and individualized interventions

- Structural measures that tackle supply and nature of tobacco products
- Bold and innovative measures not previously implemented
- **Supported by enhanced BAU measures**

“This action plan acknowledges that smoking is not an individual issues. **Smoking is a community issue and social issue.**”

To accelerate progress towards Smokefree 2025, we must change how we tackle smoking. **We will not achieve it with a business-as-usual approach.**



- **Increase funding and** develop health promotion and community mobilization plan
- **Health promotion programme to reduce young people vaping**
- Develop strong Pacific leadership and engagement





- Increased funding for stop smoking services + 3 year investment plan
- Targeted improvements in cessation support for **priority populations**



Key features of Smokefree Action Plan

4. Commitment to enhanced enforcement

- Update regulations and penalties
- Review and address deficiencies in enforcement
- Commission research into extent of illicit market and evaluate impact of action plan measures
- Enhance coordination and implementation of measures to prevent illicit trade



Key features of Smokefree Action Plan

5. Robust monitoring, research and evaluation, including:

- Monitoring impacts on all population groups
- Monitoring for unintended adverse consequences
- Rapid and responsive research
- Māori led research, monitoring and evaluation

Key features of Smokefree Action plan

6. Commitment to risk-proportionate regulation

“We will not achieve our goal of Smokefree2025, however, until our regulatory settings reflect a more risk-proportionate framework. We can ensure this by making smoked tobacco products more regulated and less available than vaping products ...”

What about vaping?



Search

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Home > Our work > Regulation > Vaping and smokeless tobacco products

Regulation of vaping and smokeless tobacco products

The Smokefree Environments and Regulated Products Act 1990 regulates vaping products and smokeless tobacco products in New Zealand.



- Comprehensive legislation introduced in 2020 and additional regulations implemented subsequently
- Aim to balance preventing youth uptake and use and supporting people who smoke to switch to less harmful products

Next steps and timelines

- Legislation + consultation process for key measures in 2022
- Other actions in 2022
 - Initiation of health promotion campaigns, community mobilisation and work to enhance cessation support
- 2023-2026
 - Progressive implementation of key policy interventions and other actions

Conclusions

Smokefree action plan:

- potential to achieve the Smokefree 2025 goal for all peoples in NZ
- will provide evidence about feasibility and effectiveness of endgame interventions and strategies
- could be a template for other countries?

Additional information

- The Action Plan is available at:
<https://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/smokefree-aotearoa-2025-action-plan>
- The ASPIRE2025 webpage where you can find out more about the plan and some of the key interventions is: <https://aspire2025.org.nz/hot-topics/hot-topic-action-plan-for-smokefree-aotearoa-2025/>
- Contact details for additional enquiries:
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